

was the backdrop for a fundraiser to benefit Action for the Homeless. See supra ¶ 77.

118. The benefit of the relationship between WMAR-TV and the Orioles to the community during the Renewal Period transcended broadcast of the games themselves. Oriole Cal Ripken was featured in "Milo's Secret," the WMAR-TV program promoting literacy. See supra ¶ 66. WMAR-TV also sponsored the Jim Palmer Celebrity Golf Classic to benefit Cystic Fibrosis. Palmer, of course, is a former Orioles pitcher. See infra ¶ 132. Finally, Scott Garceau, the Newschannel 2 sports director, is a member of the advisory board for Orioles Wives to Benefit Children's Charities.

V. CONTACT 2

119. Contact 2 is a consumer affairs service conducted by WMAR-TV. Consumers who have encountered a problem either with a product they have purchased or a service they have received or attempted to receive from a private business or a government agency can turn to Contact 2 for assistance in solving their problem. Three times a week, selected Contact 2 cases are aired as part of WMAR-TV's evening news program. Whether a Contact 2 case forms the subject of a news story does not determine whether the Contact 2 staff assists the individual seeking assistance.

120. Contact 2 is staffed by volunteers from the National Council of Jewish Women each business day from 10 a.m. to 2 p.m.; phone lines are open from 11 a.m. to 1 p.m. When the volunteers first begin working with Contact 2, they are given an orientation that lasts approximately two days. During the orientation, the volunteers are given information about WMAR-TV, its general operations, how the Contact 2 office is operated and what their duties will be. The volunteers are also given information on how to work with individuals who are seeking help from Contact 2.

121. A producer is assigned full-time to work on Contact 2. The Contact 2 producer is assisted part-time by another station staff member. The Contact 2 producer during the License Term was Cindy Scott-Hilbert and the staff member was Brigid McKew. In addition, news anchor Beverly Burke has been the

anchor for Contact 2 since its inception. During the Renewal Period, the Contact 2 staff was under the supervision of the News Director, Bob Feldman, who was in turn under Arnie Kleiner's supervision.

122. During the time that the volunteers are on duty, they take calls from members of the public regarding problems they have encountered in dealing with private businesses or individuals or government agencies. The volunteers open a file on the consumer's complaint and either work with the consumer and the object of the complaint to resolve the problem or refer the consumer to the appropriate authorities. For example, during the Renewal Period, Contact 2's volunteers persuaded the Social Security Administration to expedite the appeal of a disabled man who had been denied benefits, resulting in the man receiving his benefits plus thousands of dollars in back benefits. See Attachment L.¹³ During the same period, Contact

¹³ Attachment L is a summary of documented Contact 2 cases that aired on WMAR-TV during the Renewal Period and a log of all of the Contact 2 cases pending in some capacity during the Renewal Period. The summary was originally prepared by Cindy Scott-Hilbert, an employee of WMAR-TV who is responsible for running Contact 2 and overseeing all Contact 2 pieces that are written and produced for broadcast. The log was originally prepared by T.J. Brightman, an intern at WMAR-TV. Ms. Scott-Hilbert's and Mr. Brightman's summaries relied on the Contact 2 work files, kept in the ordinary course of business. Mr. Brightman's summary also relied on the Contact 2 card files, also kept in the ordinary course of business. Both Ms. Scott-Hilbert and Mr. Brightman worked under my supervision in summarizing the Contact 2 material. In preparing Attachment L for this hearing, the original documents were checked and minor corrections made to the summaries.

2 also assisted a woman in restoring her credit after a bank had mistakenly sent her new credit card to the wrong person who incurred substantial unpaid bills. See id.

123. In addition to helping consumers resolve problems with specific government agencies or private businesses, Contact 2 warns viewers about fraudulent practices. For example, on September 6, 1991, WMAR-TV aired a Contact 2 segment which reported on a scheme under which a Florida company entered into contracts with Maryland residents for \$4,000 loans in exchange for advance fees of several hundred dollars. The Contact 2 staff worked with Florida authorities to identify people who had been victims of this scheme and warned viewers of these types of scams.

124. During the Renewal Period, 139 documented Contact 2 cases were pending. Forty-four cases were the subjects of on-air stories during the Renewal Period.

VI. VIDEO DOCUMENTATION AND DESCRIPTION OF EQUIPMENT INVESTMENT

125. Station WMAR-TV in the ordinary course of business retains tapes of certain public affairs programs, news stories, and other programs. Attachment M is principally a compilation of excerpts from these tapes created to offer a sampling of the locally produced video programming that WMAR-TV offered during the License Term to serve community needs and interests. The tape also includes charts and photographs showing Scripps Howard's financial commitment to invest in needed news gathering and programming equipment during the License Term and the results of that commitment. A transcript of my narration of this tape is contained in Attachment N. Attachment O is a collection of materials regarding the request, approval, and purchase of this new equipment which permitted the station to improve its operations and news gathering capability.

VII. COMMUNITY SERVICE

126. During the Renewal Period, WMAR-TV participated in the following community service activities.¹⁴

- Reading, Runs and Ripken

127. During 1991, WMAR-TV sponsored a program called "Reading, Runs and Ripken" to benefit Baltimore Reads, Inc. Participants in the program pledged \$10, \$25 or \$100 for each home run that Baltimore Oriole's player Cal Ripken, Jr. hit during the season. The program began before the Renewal Period, but ran through October, 1991. In support of the program, WMAR-TV ran 46 PSA's during the Renewal Period. In 1991, "Reading, Runs and Ripken" raised \$90,000 to expand literacy programs in Baltimore City. The funds raised went to the Ripken Learning Center, a literacy training center, for direct client services, materials, and books.

- Humanitarian Dinner

128. On June 6, 1991, WMAR-TV sponsored the Humanitarian Awards Dinner to benefit the Fuel Fund of Central Maryland, an organization that assists low income people in paying their utility bills. WMAR-TV provided coverage of the dinner on its 11 p.m. newscast and ran 15 PSA's promoting the dinner during the Renewal Period. WMAR-TV also provided an on-air personality to serve as Master of Ceremonies at the dinner. Janet

¹⁴ Promotional materials for these community service activities are included in Attachment P. Attachment Q is a document kept in the ordinary course of business which lists the amounts raised during various events sponsored or supported by WMAR-TV during 1991.

Covington, the station's Public Affairs Director during the Renewal Period, was President of the Fuel Fund of Central Maryland's Board and assisted in preparing the script used by the awards presenters at the dinner. WMAR-TV also provided the Fuel Fund with meeting facilities, and WMAR-TV earmarked \$10,000 for Fuel Fund promotion expenses (used for this and for "Paddle for People") and produced in-house a street banner for this event. The dinner raised \$35,000 to benefit the Fuel Fund of Central Maryland.

- Zoomerang

129. WMAR-TV was a sponsor of Zoomerang '91 held on June 15, 1991. WMAR-TV ran 57 PSA's during the Renewal Period to promote this fundraiser which benefited the Baltimore Zoo's African Watering Hole. WMAR-TV provided a personality to serve as Master of Ceremonies for this event, Mary Beth Marsden, and covered the event live on the 11:00 p.m. news. WMAR-TV also produced a street banner. Zoomerang '91 raised \$100,000 to benefit the Baltimore Zoo.

- Columbia Festival of the Arts

130. WMAR-TV was a sponsor of the Columbia Festival of the Arts, held from June 27 to July 7, 1991 in Columbia, Maryland. WMAR-TV supported this 11-day event by airing 167 PSA's during the Renewal Period. WMAR-TV also produced and aired a series of live news reports from the Festival site, and provided a taped compilation of these reports for the organization.

- AFRAM Expo Luncheon

131. On August 8, 1991, WMAR-TV sponsored the annual AFRAM Expo luncheon. The AFRAM luncheon provides a forum for recognizing the accomplishments of African-Americans involved in various businesses, professions and charitable activities. In addition to sponsoring the luncheon, WMAR-TV ran PSA'S promoting the luncheon during July and August. WMAR-TV also gave \$3,000 cash for the event, produced a street banner, did a series of news reports before the luncheon profiling the honorees and provided Masters of Ceremonies for the luncheon, Beverly Burke and Stan Stovall.

- Celebrity Golf Classic

132. WMAR-TV was the media sponsor of the Jockey International Jim Palmer Celebrity Golf Classic to benefit Cystic Fibrosis held on September 21, 1991 at the Turf Valley Hotel & Country Club in Ellicott City, Maryland. In support of the Golf Classic, WMAR-TV ran 77 PSA's during the Renewal Period. The Golf Classic raised money for Cystic Fibrosis.

- Lifesongs

133. On September 28, 1991, WMAR-TV sponsored a concert entitled "Lifesongs," which benefited HERO (Health, Education Resource Organization), an AIDS awareness organization. In 1991, "Lifesongs" raised \$175,000 for HERO. In addition to sponsoring the concert, WMAR-TV ran 103 PSA's to promote the concert during the Renewal Period. WMAR-TV also provided Sally Thorner as Master of Ceremonies and produced a street banner.

- Paddle for People

134. WMAR-TV was a sponsor of "Paddle for People" on October 5, 1991 to benefit the Fuel Fund of Central Maryland. Although "Paddle for People" took place just after the Renewal Period, WMAR-TV was heavily involved in planning and promoting the event during the Renewal Period. The station ran 236 PSA's for the event during the License Term. WMAR-TV designed and produced entry forms and provided two Masters of Ceremonies, Ken Philips and Norm Lewis. WMAR-TV also provided a street banner and provided the staging used in the event. I and approximately 10 other station personnel participated in the event. "Paddle for People" is a beach ball gathering paddle boat race held in Baltimore's Inner Harbor in which teams from Baltimore businesses, government agencies, schools and other organizations compete. Each team signs up individuals to pledge money for each beach ball that team captures. In 1991, "Paddle for People" raised \$55,000 for the Fuel Fund of Central Maryland.

- March of Dimes

135. In September, 1991, WMAR-TV began running PSA's to benefit "Walk Again," which was held on October 20, 1991 as part of the 1991 March of Dimes fundraising effort. "Walk Again," was designed to help the March of Dimes make up for the shortfall of funds from its April walk-a-thon and WMAR-TV was a co-sponsor. WMAR-TV also covered the event on the weekend news.

● Tenth Annual Drama Competition

136. During the Renewal Period, WMAR-TV was the co-sponsor, with Arena Players, of the Tenth Annual Drama Competition for Black Writers in the Celebration of Black History Month. This competition was targeted to aspiring African-American playwrights and was open to any resident of Maryland or the District of Columbia or any full-time area college student resident in those areas. The deadline for entering the competition was September 6, 1991. The judges were selected by Arena Players. The winning play was produced at the studios of WMAR-TV and aired in the last week of February, 1992 in observance of Black History month.

● Personnel Involvement in Community Service¹⁵

137. The following WMAR-TV personnel were involved in the following community-related organizations and events between June 1, 1991 and September 30, 1991:

Arnold Kleiner, Vice President & General Manager

Baltimore Council on Foreign Affairs - Member, Board of Trustees

College of Notre Dame of Maryland - Member, Board of Trustees

Baltimore Museum of Art - Member, Board of Trustees

National Conference of Christians & Jews - Senior Co-Chairman,

Maryland Chapter, Board of Directors

Johns Hopkins Children's Center - Member, Steering Committee

¹⁵ I obtained this information from the named individuals. I asked each person the names of all community service organizations in which they were involved during the Renewal Period and the positions they held in those organizations during that time.

Maryland Alliance for a Drug-Free Youth - Member

Maryland Food Committee - Member, Steering Committee

Baltimore Reads, Inc. - Member, Board of Directors

Mayor's Office of International Programs - Chairman, Advisory
Committee

William Donald Schaefer Center for Public Policy - Member,
Advisory Board

Alvin Ailey Dance Theatre Foundation of Maryland - Member, Board
of Directors

Greater Baltimore Committee - President, Chamber Division and
Chairman Education Committee; Member, Board of Directors

Temple Oheb Shalom - Member

Committee of Lifesongs for Aids - Member

Emily Barr, Director of Broadcast Operations

The Children's Guild, Inc. - Member, Board of Trustees

Magic Me, Inc. - Member, Board of Directors

Johns Hopkins School of Continuing Studies, Downtown Campus -
Member, Advisory Board & Marketing Committee

Partners for Giving - Member, Marketing Committee

Greater Baltimore Committee - Chairman, Ambassador Subcommittee;
Member, Outreach Committee

United Way of Central Maryland - Deputy Chairman, Commercial
Division

Carleton College - Alumni Admissions Coordinator, Central
Maryland

Baltimore Reading Aides - Volunteer Tutor

Black/Jewish Forum of Baltimore - Member

Maria Velleggia, Director of Public Relations

Baltimore Council of The Boy Scouts of America - Member

National Flag Day Foundation - Member

Cystic Fibrosis Foundation - Member, Board of Directors

The Ed Block Courage Awards Foundation to Benefit St. Vincent's

Center for Abused Children - Chairman, PR/Media Committee

Healthcare for the Homeless - Member, PR and Steering Committees

Lifesongs, Inc. (AIDS Organization) - Member, Steering Committee

for Fall Fundraiser

The CHIMES, Inc. (Serving the Mentally Retarded) - Member, Hall

of Fame Committee for Fall Fundraiser

March of Dimes - Member, Walk Again Committee

Fuel Fund of Central Maryland - Member, Planning Committee for

Paddle for People (Fall Fundraiser)

Harry Kakel, Production Manager

Chestnut Ridge Volunteer Fire Company - Volunteer Firefighter,

Treasurer

Falls Road Community Association - Member, Board of Directors

Boy Scouts of America Troop #497 - Assistant Scout Master

Cynthia Scott-Hilbert, Producer, Contact 2

Sexual Assault Recovery Center - Member, Board of Directors

United Cerebral Palsy - Committee Member, Madhatters Ball

Fundraiser

Pets on Wheels - Volunteer

Gregory Massoni, Executive Producer, Orioles Baseball

Yorkway Improvement Association - Member, Board of Directors

The CHIMES, Inc. (Serving the Mentally Retarded) - Member, Board
of Directors

Norm Lewis, Chief Meteorologist

Alcoholics Anonymous - Volunteer for Referrals (On Call)

Save-A-Heart Foundation - Volunteer

Retinitis Pigmentosa Society - Volunteer

U.S. Coast Guard Auxiliary - Volunteer, Boater Education

Sarah's House - Volunteer

Scott Garceau, Sports Director

Harford County Community College - Executive Board Member

Save-A-Heart Foundation - Chairman, Walk-a-thon; Spokesperson,
Annual Golf Tournament Fundraisers

Maryland Special Olympics - Spokesperson and Master of
Ceremonies, Maryland Summer Games

Facets Boys Home - Spokesperson and Chairman, Annual Golf
Tournament

Athletes Against Drugs - Member

Cystic Fibrosis - Year Round Spokesperson, Master of Ceremonies
of Banquets and Luncheons

Ed Block Courage Awards Foundation to Benefit St. Vincent's

Center for Abused Children - Spokesperson and Master of
Ceremonies for Annual Fundraising Events

Oriole Wives to Benefit Children's Charities - Advisory Board
Member

Marybeth Marsden. Weekend Anchor/Weekday Reporter

Maryland Society for the Prevention of Blindness - Volunteer,
Master of Ceremonies

Johns Hopkins Children's Center - Volunteer, Master of
Ceremonies for various Fundraisers

American Lung Association - Volunteer and Master of Ceremonies
of Annual Fundraiser

Baltimore Zoo - Spokesperson for Zoomerang, Annual Fundraiser

Janet Covington. Director of Public Affairs

YMCA of Greater Baltimore - Member, Martin Luther King Breakfast
Committee

YWCA - Member, Board of Directors

Family & Children's Services of Maryland - Member Board of
Directors

National Conference of Christians & Jews - Member, Board of
Directors; Maryland Representative to National Conference

Fuel Fund of Central Maryland - Chairman, Board of Directors

Friends of The Enoch Pratt Free Library - Member

VIII. COMMUNITY REPUTATION

138. WMAR-TV received letters during the License Term praising its programming and the public service of the station and its staff. Copies of these letters are contained in Attachment R. The station also received letters offering criticisms and complaints.

IX. COMPLIANCE WITH FCC RULES

139. To the best of my knowledge, WMAR-TV was in full compliance with all FCC rules and policies during the License Term. No FCC citations or admonishments were received either during or in connection with station activities during this time. As of this date, I am aware of no adverse FCC actions in connection with WMAR-TV's operations since the License Term.

DECLARATION

I, Emily L. Barr, Acting General Manager of WQAR-TV, Baltimore, Maryland, do hereby declare, under penalty of perjury under the laws of the United States of America, that I have reviewed Scripps Howard Broadcasting Company Exhibit 3 and the Attachments thereto, that those documents comprise my testimony in this proceeding and that the statements contained therein are true and correct to the best of my knowledge. Executed this 12th day of September, 1993.

Respectfully submitted,

By: Emily L. Barr
Emily L. Barr

SH3-0064